

Message Text

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PAGE 01 STATE 108690
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FM SECSTATE WASHDC
TO AMEMBASSY BERN
INFO AMCONSUL ZURICH

UNCLAS STATE 108690

E.O. 11652: N/A

TAGS:BEXP, AFSP, SZ

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM, SWITZERLAND

REF: STATE A-5960, DEC. 10, 1976, BERN 550, 1659

1. WCAG AGREED DRAFT OF FY 1978 CCP FOR SWITZERLAND AIR-MAILED MAY 6, 1977. DRAFT HAS BEEN REVIEWED AND CLEARED BY MEMBERS OF WASHINGTON COMMERCIAL ACTION GROUP (WCAG). PROPOSALS SUBMITTED IN REFTELS INCORPORATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE. ADDITIONS OR MODIFICATIONS REFLECT PROGRAM REQUIREMENTS AND DESIDERATA OF WCAG AGENCIES.

2. WCAG REPRESENTATIVE HERBERT H. LINDSTROM, COUNTRY MARKETING MANAGER FOR SWITZERLAND, USDOC PLANS TO VISIT
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PAGE 02 STATE 108690

BERN JUNE 1-3 FOR PURPOSE OF REVIEWING ALL ASPECTS OF DRAFT AND COMPLETING CCP FOR SWITZERLAND. VISIT OF STATE REPRESENTATIVE NOT DETERMINED AT THIS TIME. REPRESENTATIVE INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED TEXT OF THE CCP REFLECTING APPROVAL OF COUNTRY COMMERCIAL ACTION GROUP (CCAG) AND INVOLVEMENT OF PRINCIPAL ADMINISTRATIVE OFFICER.

3. USDOC 07897 PROVIDED DETAILS OF LINDSTROM'S TRAVEL PLAN.

4. COORDINATION WITH PUBLIC AFFAIRS OFFICER (PAO) ON DRAFT CCP SHOULD BE UNDERTAKEN PRIOR TO VISIT OF WCAG REPRESENTATIVES IN ORDER TO INSURE THAT USIS POST PROJECT PROPOSALS IN PAO'S QUOTE COUNTRY PLAN UNQUOTE CORRESPOND TO CCP ACTIVITIES.

5. ACTION REQUESTED: POST IS REQUESTED TO REVIEW DRAFT CCP PRIOR TO ARRIVAL OF WCAG REPRESENTATIVES AND TO COMPLETE TO THE EXTENT POSSIBLE THE FOLLOWING SECTIONS: REVIEW AND REVISE AS NECESSARY THE OVERVIEW IN AN EFFORT TO HAVE MOST UP-TO-DATE OVERVIEW POSSIBLE AT TIME CCP GOES TO PRESS IN JULY/AUGUST; COMPLETE SECTION II, INCLUDING FUNCTIONAL DUTIES AS REQUESTED IN STATE A-5960 AT TOP OF PAGE 4; REVIEW ALL CAMPAIGNS AND SPECIAL POST EFFORTS; COMPILE TOTAL PERSON DAYS AVAILABLE BY PERSONNEL CATEGORY AND TENTATIVELY CALCULATE PROBABLY WORKLOAD REQUIREMENTS IN PERSON DAYS AS BASIS FOR COMPLETION OF SECTION V DURING VISIT OF WCAG REPRESENTATIVES; AND COMPILE FY 76, FY 77 AND TENTATIVE FY 78 DATA FOR FINANCIAL RESOURCES SCHEDULE (SECTION VI) PRIOR TO ARRIVAL OF WCAG REPRESENTATIVES. DURING WCAG REPRESENTATIVES' VISIT COMPLETE SECTION VI IN ITS ENTIRETY. CHRISTOPHER

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